

WE CLAIM:

1. Apparatus for monitoring an audience member tuned to a broadcast program, comprising:

a portable audience monitoring unit adapted to be worn by the audience member, and including:

(a) means for detecting a signal corresponding to the broadcast program to which the audience member is tuned, and

(b) means for storing the detected signal;

means for outputting the detected signal stored in said audience monitoring unit; and

communication means for transmitting the outputted detected signal to a central processing station, wherein said communication means communicates with Cellular Digital Packet Data (CDPD).

2. A method for monitoring an audience member tuned to a broadcast program, comprising:

providing a portable audience monitoring unit adapted to be worn by the audience member;

detecting with said portable audience monitoring unit a signal corresponding to the broadcast program to which the audience member is tuned;

storing the detected signal;

outputting the detected signal stored in said audience monitoring unit; and

transmitting the outputted detected signal to a central processing station with communication means utilizing Cellular Digital Packet Data (CDPD) technology.

5           3.     Apparatus for monitoring an audience member tuned to a broadcast program, comprising:

              a portable audience monitoring unit adapted to be worn by the audience member, and including:

              (a)    means for detecting a signal corresponding to the broadcast program to  
10           which the audience member is tuned, and

              (b)    means for storing the detected signal;

              means for outputting the detected signal stored in said audience monitoring unit; and

              communication means for transmitting the outputted detected signal to a  
15           central processing station, wherein said communication means communicates with a ReFLEX protocol.

4.     A method for monitoring an audience member tuned to a broadcast program, comprising:

20           providing a portable audience monitoring unit adapted to be worn by the audience member;

detecting with said portable audience monitoring unit a signal  
corresponding to the broadcast program to which the audience member is tuned;  
storing the detected signal;  
outputting the detected signal stored in said audience monitoring unit; and  
5 transmitting the outputted detected signal to a central processing station  
with communication means utilizing a ReFLEX protocol.